

Consumer Study - Q5c - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Address http://surveyplus.com/surveycghr/q5c.asp

Search Mail: 9 IM Blocked: 0 Yellow Pages Maps Shopping Quotes Weather Movies

### Consumer Study

Now, let's think about taste for a moment. Consider the taste scale below, where 100 represents how much you like the taste of your brand of LIGHT cigarette. The higher the number on the scale, the more you like the taste.

Giving another cigarette a score less than 100 means you like its taste less than the taste of your brand of LIGHT cigarette, and a score greater than 100 indicates you like its taste more.

We are NOT talking about how STRONG the taste is, but how much you LIKE it.

Better Taste =>

0	25	50	75	100	125	150+
DISLIKE						
Very Much						

How much you like the taste of your brand of LIGHT cigarette

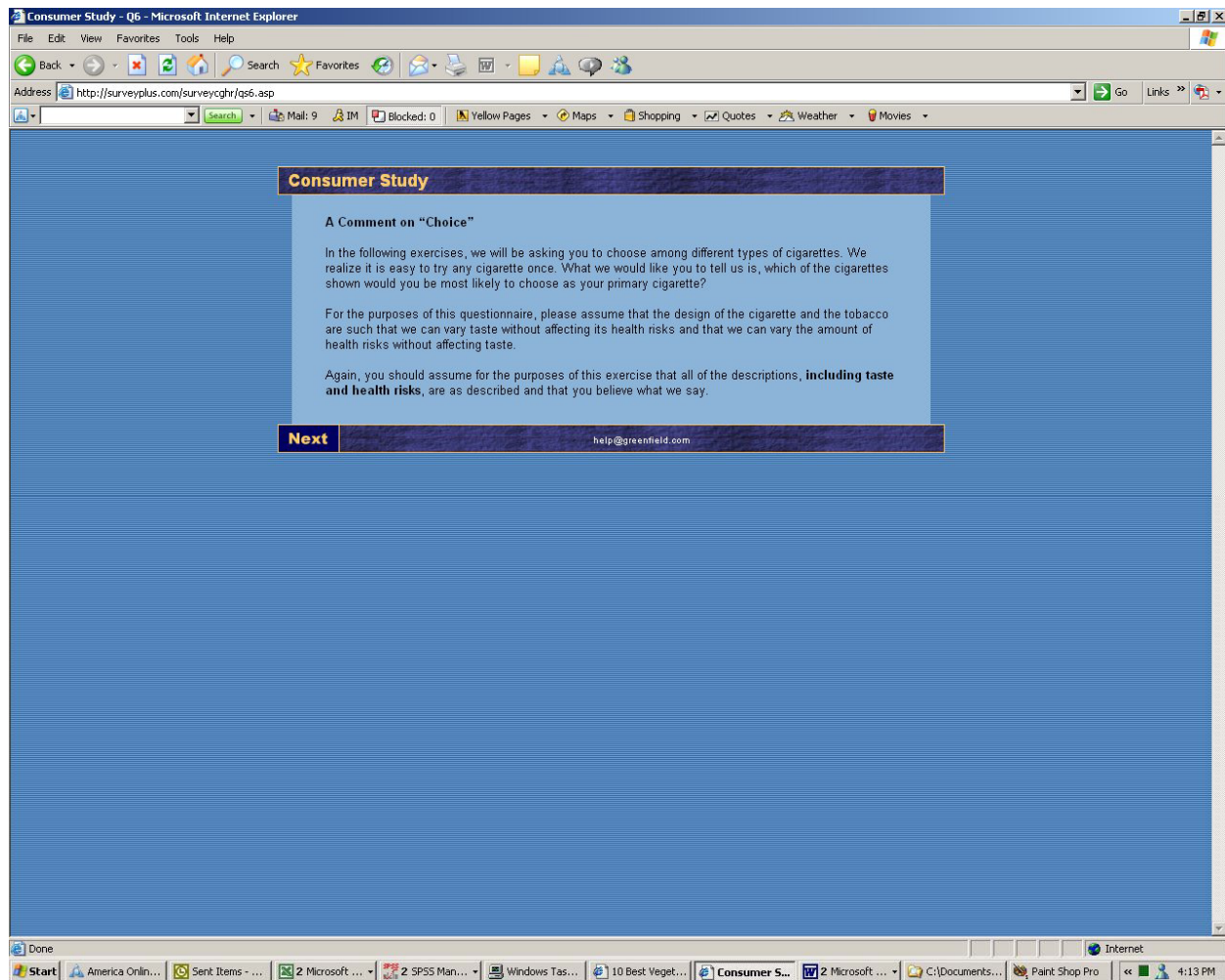
What value on the taste scale above would you give to **regular cigarettes**?  
 [ENTER A NUMBER] 50

What value on the taste scale above would you give to **ultra-light cigarettes**?  
 [ENTER A NUMBER] 10

**Next** help@greenfield.com

Done

Start America Onlin... Sent Items - ... 2 Microsoft ... 2 SPSS Man... Windows Tas... 10 Best Veget... Consumer S... 2 Microsoft ... C:\Documents... Paint Shop Pro 4:13 PM



Consumer Study - QConjoint - Microsoft Internet Explorer

Address: http://surveyplus.com/surveycghr/conj\_main.asp

**Consumer Study**

If these were your only options, which would you choose?  
Choose by clicking one of the buttons below.

Pack type	Soft Pack	Hard Pack	Soft Pack	Hard Pack
Health risks are...	less than ultra-light cigarettes	the same as regular cigarettes	greater than regular cigarettes	the same as ultra-light cigarettes
Taste is same as...	your brand of light cigarette	an ultra-light cigarette	an ultra-light cigarette	a regular cigarette
Price	The same price that you pay now	20% more than what you pay now	50% less than what you pay now	20% less than what you pay now

Please choose by clicking on one of the buttons above.

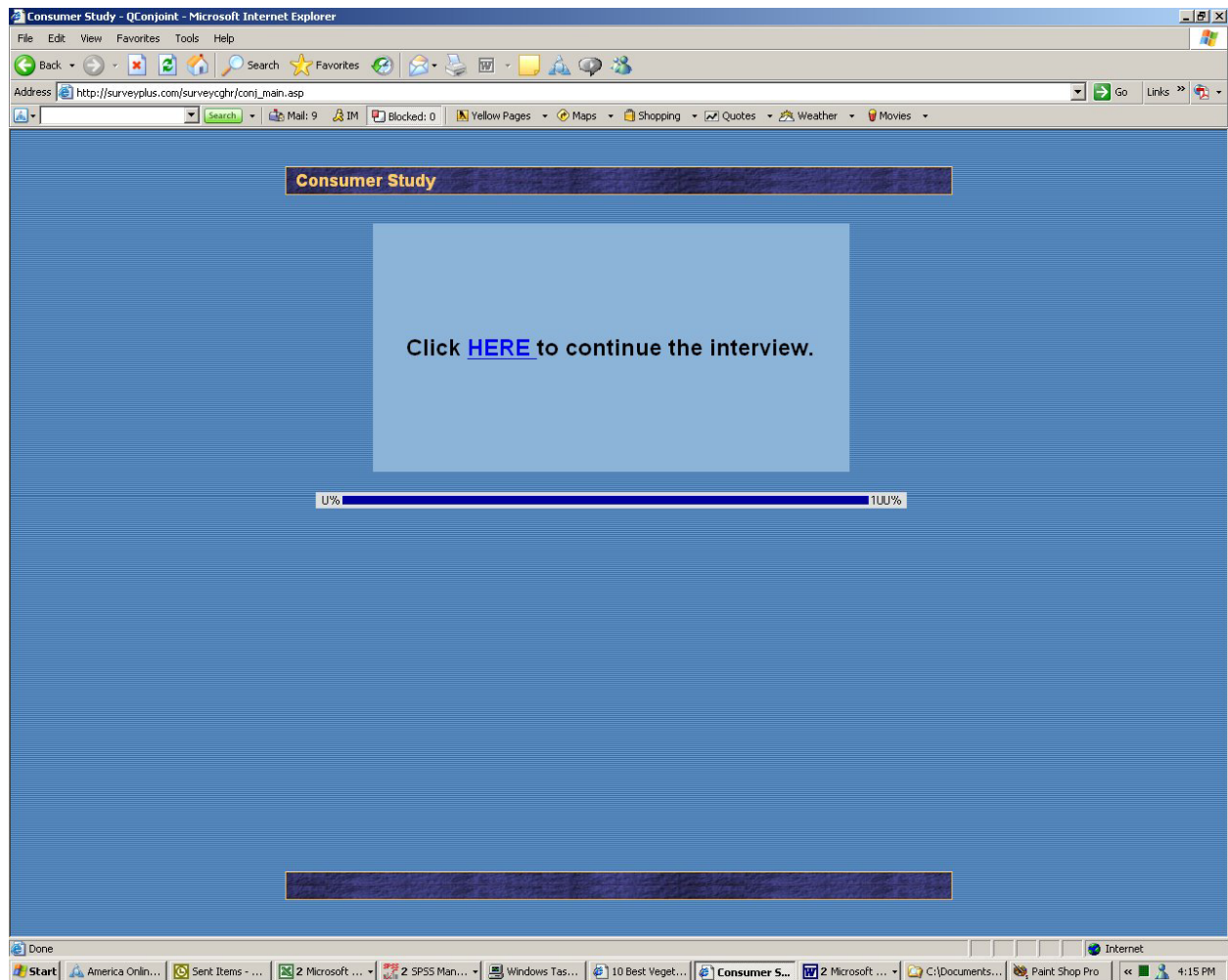
Next

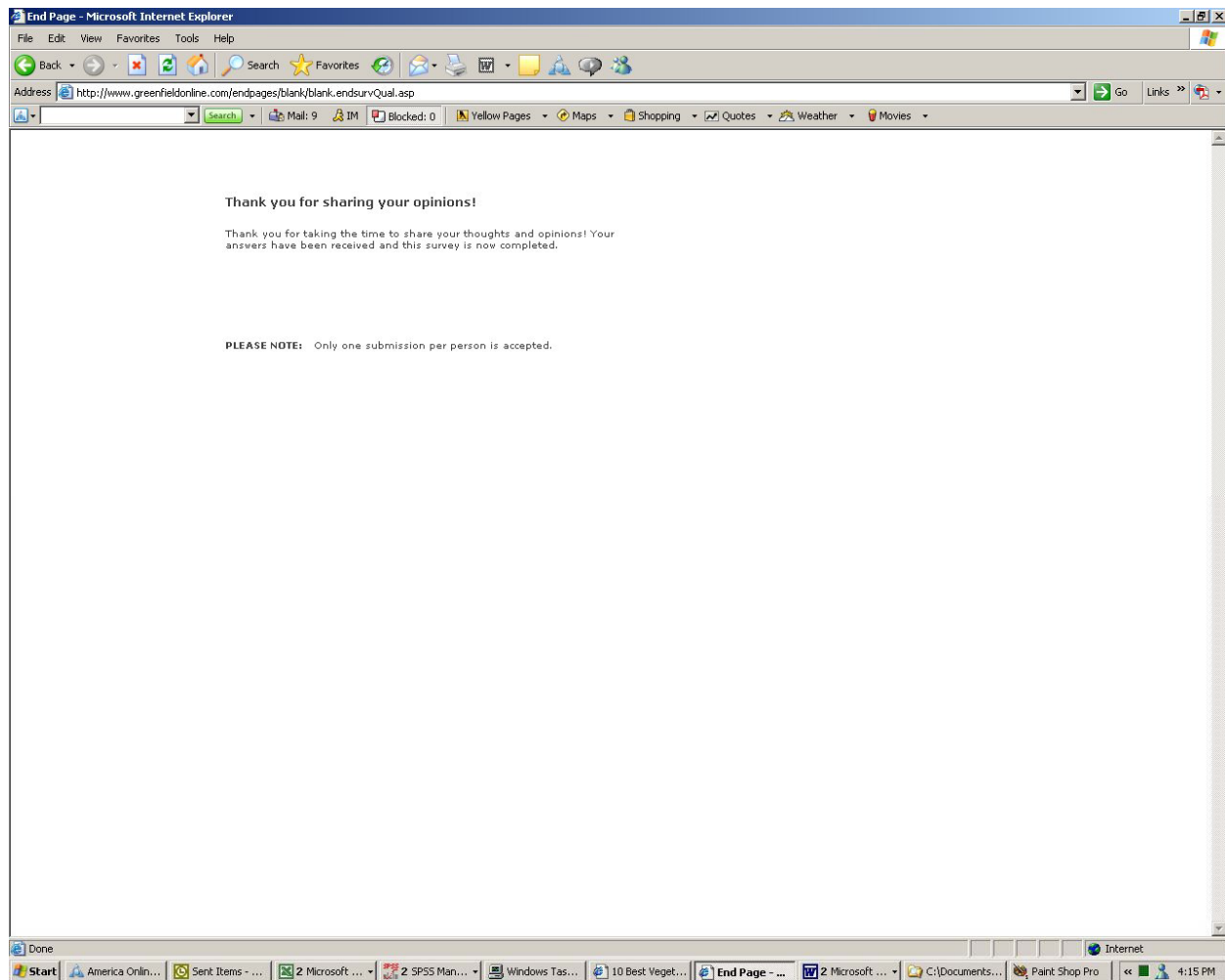
0% 100%

Done

Start America Onlin... Sent Items - ... 2 Microsoft ... 2 SPSS Man... Windows Tas... 10 Best Veget... Consumer S... 2 Microsoft ... C:\Documents... Paint Shop Pro 4:14 PM

(There were 16 such pages, with the attributes and levels chosen at random for each question)





**(End of Survey)**

**Exhibit E**  
**Invitation to Respondents**

**Guaranteed Five Dollars for completing this survey**

**Subject: Everyone who qualifies and completes this survey will receive Five Dollars**

Dear {Respondent}:

Your opinions and feedback can make a difference! As a member of our panel, your input can help in the development of products and services of the future! Take a moment out of your busy day to share your thoughts.

Everyone who qualifies and completes this survey wins \$5.00!

Please click here to get started!

<http://survey5.greenfieldonline.com/wi/p6059073/i.asp>

All winners will be notified via email when their Greenfield prize account has been credited.

Please allow approximately 4-6 weeks for winners to be selected and accounts to be credited.

If you encounter any technical difficulties while completing this survey, please click here for help:

<http://www.greenfieldonline.com/surveycenter/faqs.htm> or send an email to [help@greenfieldonline.com](mailto:help@greenfieldonline.com)

and reference project #108350a in your message.

We look forward to hearing your opinions!

Sara Williams

Greenfield Online

## Exhibit F - Screening Statistics

Cigarette Survey June 2005

**Screening Quotas: See Next Worksheet.**  
 Marginals were used to calculate quotas.

	# of Resps	Remaining # of Resps
Invitations sent out by Greenfield Online	52402	52402
Did not respond to invitation	44159	8243
Exited before demo screener (Age, Sex, HH Income, State)	70	8173
Terminated during demo screener (ans. DK or refused to income question)	435	7738
Terminated - over quota	3738	4000
Exited when asked if cigarette smoker	1	3999
Terminated - not a cigarette smoker	2509	1490
Exited when asked what type of cigarettes he or she smokes most often	4	1486
Terminated - a smoker, but not a light cigarette smoker	799	695
Exited during smoking habits questions prior to choice exercises	26	669
Exited during choice exercises	34	627
Completed Survey	627	
		17.4%
Incidence Rate		15.7%
Response Rate		94.9%
Completion Rate, Conjoint Task		14.9%
Net Response Rate		